

# Success in asset management



Combine our Advisory services with our market leading Analytics and Insights to identify and capitalise on opportunities in asset management globally.



# Broadridge Distribution Insight provides everything you need to make informed decisions

1. Best-in-class global data and **analytics** tools for asset management distribution
2. In-depth, unique, and up-to-date research **insights** on key areas driving asset management markets
3. **Advisory** capabilities from a consultant team of global subject matter experts

Analytics

Insights

Advisory

## THE ADVISORY MISSION

Help you capture business opportunities in asset management

Offer realistic and feasible guidance

Tailor advice to your firm's needs

# The real world view

We understand the realities of the market — its constant fluctuations, the ongoing difficulties asset managers face, and the options available to you.

Our Advisory services help you to make strategic decisions based on the complete picture.

## STRATEGY ROOM WORLD VIEW

*The opportunity  
on paper*

## BROADRIDGE'S REAL WORLD VIEW

*"\$4bn is actually  
a single mandate"*

*"We expect \$8bn to move  
from fundamental to quant  
within five years"*

*"\$35bn is captive  
fund business"*

*"To differentiate they only  
work with boutiques through  
sub-advisory"*

*"Your fee expectations  
price you out of that  
market segment"*

*"Engage with Dutch  
and Nordic investors  
after ESG gaps are  
closed"*

*"You won't beat the  
incumbent there"*

*"A new advisory  
function to partner  
with key asset owners"*

**Real options  
for tomorrow**

**Real  
Opportunity  
Today**

Our unique three pillar approach ensures that you receive 360-degree guidance

## Insights

Our global research focuses on product and channel — spanning APAC, Europe, LATAM, and US — and covering core trends and topics such as retirement, product innovation, the growth of China, and ESG.

## Analytics

We offer the most comprehensive suite of analytical toolkits spanning asset management sales, client, product, regulatory, and finance. Our Analytics solutions track over \$100trn in assets across institutional and retail markets globally: providing unique channel and named distributor data, and tracking key brand and perception metrics amongst global fund buyers.

## Advisory

Our expert Advisory team will work with you to design practical and realistic distribution strategies that lead to real world results.

# US manager develops a go-to-market strategy for five key European wholesale and institutional markets

## Analytics

- Determine product use and fee levels for each channel
- Measure the impact of guided architecture and manager concentration on opportunities for new entrants
- Analyse substitution of UCIT fund flows by sub-advisory
- Score importance of consultants from trends in consultant-intermediated asset flows
- Assess institutional demand for thematic and ESG strategies

## Insights

- Interpret the impact of regulatory developments on the buying behaviour of different channels
- Learn from other managers' branding strategies for their SRI fund range spanning ESG, ESG thematic, and ESG impact
- Uncover channels with buyer behaviour (as opposed to seller behaviour) that better fits the firm's sales culture

## Advisory

- Understand the constraints of the firm's culture on capturing opportunities (fees, customisation, capacity)
- Identify areas where the firm is able to make changes to loosen these constraints
- Understand where such changes will have wider benefits for the firm (i.e. a channel/market where it can hone a new ESG approach)
- Design the most suitable growth strategies in terms of asset flows, revenues, and execution risk

## Summary

Asset manager tackles five new institutional and wholesale markets in Europe with a clear understanding of which channels to focus on, what products and strategies to leverage, and important requirements for change in product development, reporting, and pricing.

## An institutionally focused boutique manager wants to reach critical size in its UCITS business

### Analytics

- Quantify the addressable opportunity (assets, flows, revenues) for the firm's key investment capabilities
- Filter scope to feasible opportunity set given other constraints such as pricing, or marketing, and branding requirements

### Insights

- Determine the most suitable distribution approaches for each market (i.e. direct sales, investment consultants, third-party marketeers)
- Obtain a realistic sense of the opportunities and risks from comparable peers that have succeeded in building their UCITS business to critical size and those that have failed
- Determine key product features and marketing elements that amplify success



### Advisory

- Use input from Analytics and Insights to obtain clear understanding of realistic asset raising objectives, key success factors, and risk of failure
- Build internal consensus on strengths that will help the firm achieve its objectives as well as barriers that will need to be overcome
- Lay out alternative objectives and scenarios that should be considered to increase the chances of success

### Summary

Asset manager reconsiders objectives to build business with higher likelihood of success, given the firm's capabilities and lessons learned from the successes and failures of peers.

# A European active asset manager develops a market entry strategy for China

## Analytics

- Size the addressable market opportunity in China with a focus on outsourcing by segment and product type
- Size current net flows in accessible segments and forecast changes over the next three to five years
- Assess concentration of asset flows in terms of clients as well as asset managers capturing them
- Analyse fee levels associated with different products and channels

## Insights

- Determine resource and cost requirements for different access routes with regards to personnel, investment horizon, quotas, and licenses
- Uncover distribution options available to the firm both from a regulatory and from a market structure perspective
- Understand key differences in successful marketing and distribution strategies in China compared to the firm's established markets

## Advisory

- Agree optimal market entry options in light of the best opportunities and the firm's strengths and gaps
- Line up the firm's own resources, firm culture, pricing strategy, etc. against the opportunities and identity strengths and gaps
- Design key product features and winning distribution traits to maximise chance of success

## Summary

Asset manager develops a focused go-to-market strategy for Chinese distribution that is tailored to its specific capabilities, resources, and organisational culture.

# How can we help you access new business opportunities?

Our Advisory services offer tailored, practical, and realistic distribution strategies that lead to real world results.



## How to sign-up

Please contact [insights@broadridge.com](mailto:insights@broadridge.com) for pricing and other information regarding our Advisory services. Find out how our expert Advisory team can work with you to design practical and realistic distribution strategies that lead to real world results.

Broadridge, a global Fintech leader with over \$4.5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions that drive business transformation for our clients and help them get ahead of today's challenges to capitalize on what's next.

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